

CITY  CAST

# MEDIA KIT

2026

**We're City Cast.**

We make podcasts and  
newsletters that connect you  
with the city you love.



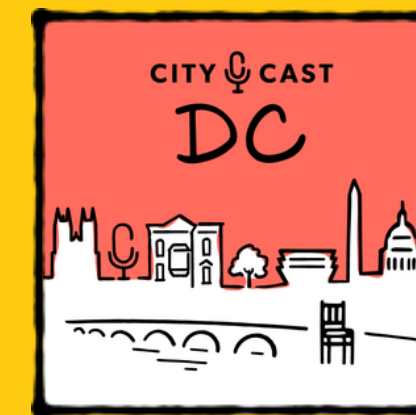


# **We make cities feel like neighborhoods.**

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Our audience is city-proud, curious, and action-oriented: they book tables, buy tickets, try new spots, and show up. Your message lands in a brand-safe, trusted context across audio, newsletter, and social.

**City Cast is the smartest,  
easiest way to connect  
with the place you live  
and love.**





# The awards we've won

YOU LIKE US, YOU REALLY LIKE US!

**30+**  
Awards  
Nationwide



**ADWEEK AUDIO AWARDS**

## PODCAST INNOVATOR OF THE YEAR

**David Plotz, CEO, CITY CAST**



City Cast taps into two of the most intimate mediums of the digital era, further strengthening the sense of connection between host and listener.



**- Mark Stenberg, ADWEEK**

# Advertiser Highlights & Campaign Successes



City Cast delivers credibility, community connection, and measurable results—helping advertisers shine where local audiences listen, read, & act.



Drives product discovery through targeted email campaigns and host-read podcast ads during major holidays and year-round initiatives, connecting directly with City Cast’s engaged audience.



Reaches affluent local audiences in select markets via targeted emails, sponsored content, and authentic host-read ads, driving engagement and awareness.



Leverages multi-year host-read campaigns to maximize sales during key retail periods and holidays, resonating strongly with City Cast listeners.



Increases traffic and brand visibility in targeted markets with 100% share-of-voice placements and locally tailored content, ensuring high-impact audience connection.



Boosts new user acquisition with monthly host-read ads across the full City Cast network, tracked via third-party attribution, delivering consistent performance since July 2024.

# Right message, right medium.

Audio for depth, email for action, social for spark.



## PODCASTS

- **71%** of podcast listeners are willing to learn more about the brands that advertise on podcasts—higher than any other medium
- **75%** of Americans 18+ have listened to a podcast and **55%** have listened in the past month, and **38%** are weekly listeners<sup>1</sup>
- Nearly **50%** of listeners have taken action after hearing a podcast ad<sup>2</sup>
- **68%** of podcast listeners say they're likely to trust recommendations from podcast hosts<sup>2</sup>



## NEWSLETTERS

- Email ROI is huge. **35%** of advertisers get between \$10-\$36 per \$1 spent<sup>3</sup>
- **1 in 3** people say they get their news from email newsletters<sup>4</sup>
- Email marketing has an ROI of **122%**, which is four times higher than other marketing formats<sup>5</sup>



## SOCIAL MEDIA

- **1 in 2** adults get their news from social media<sup>4</sup>
- Nearly **50%** of social media users say it's important for getting involved with issues that are meaningful to them<sup>4</sup>

Sources: <sup>1</sup>Sounds Profitable: The Podcast Landscape 2025 Part 1, <sup>2</sup>The Harris Poll, <sup>3</sup>Litmis, <sup>4</sup>Pew Research Center, <sup>5</sup>Direct Marketing Association



THE OPPORTUNITY

# Local Voices. Smart takes.

## Trusted content across audio, email and social.

Reach your city's's most engaged, passionate locals. The tastemakers and early adopters who try new restaurants first, stay on top of cultural events, and show up civically.



**PODCAST** City Cast is the daily 15-30 minute podcast that keeps listeners connected to their hometown, and keeps your brand in the conversation.



**NEWSLETTER** Our companion daily newsletter is a toolkit for being a better neighbor—packed with need-to-know local news, life-hacks, cultural events, and going-out guides.



**SOCIAL** Scroll-worthy essentials, quick headlines, fast explainers, culture picks and weekend planners our audience saves and shares. Immediate drops on news, new spots, and can't-miss events.

**City Cast** reaches plugged-in locals with discerning opinions, great taste and disposable income.

**Podcast**

Downloads per week	Average Listener Completion Rate
139,191	71%

**Newsletter**

Subscribers	Average Open Rate
407,165	50%

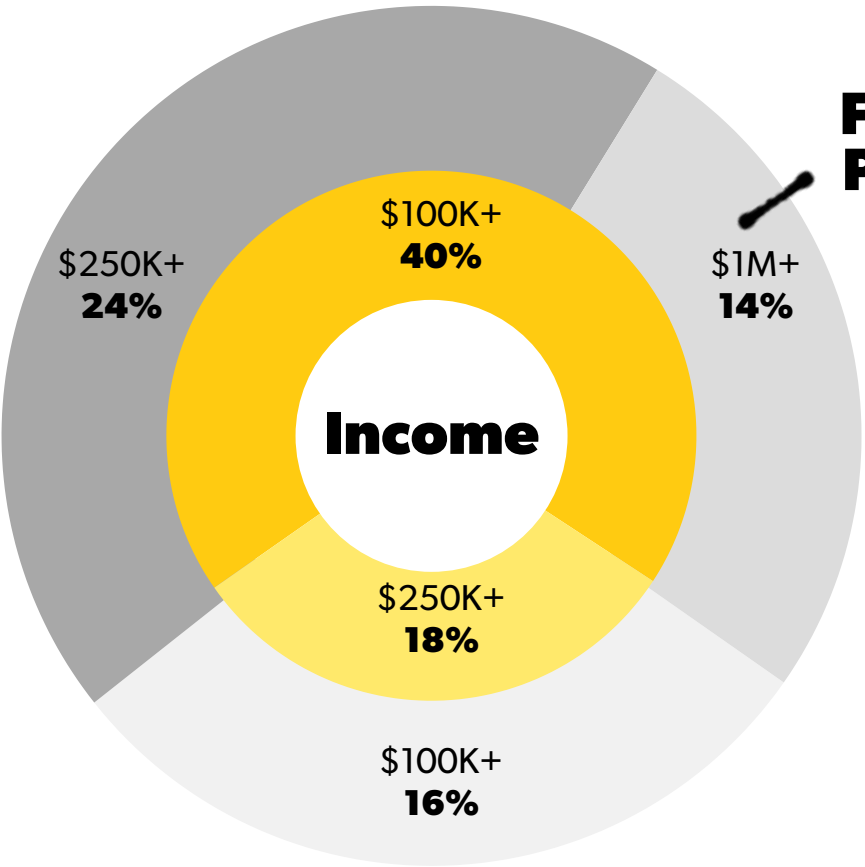
**Social Media**

Instagram Followers
178.5K+



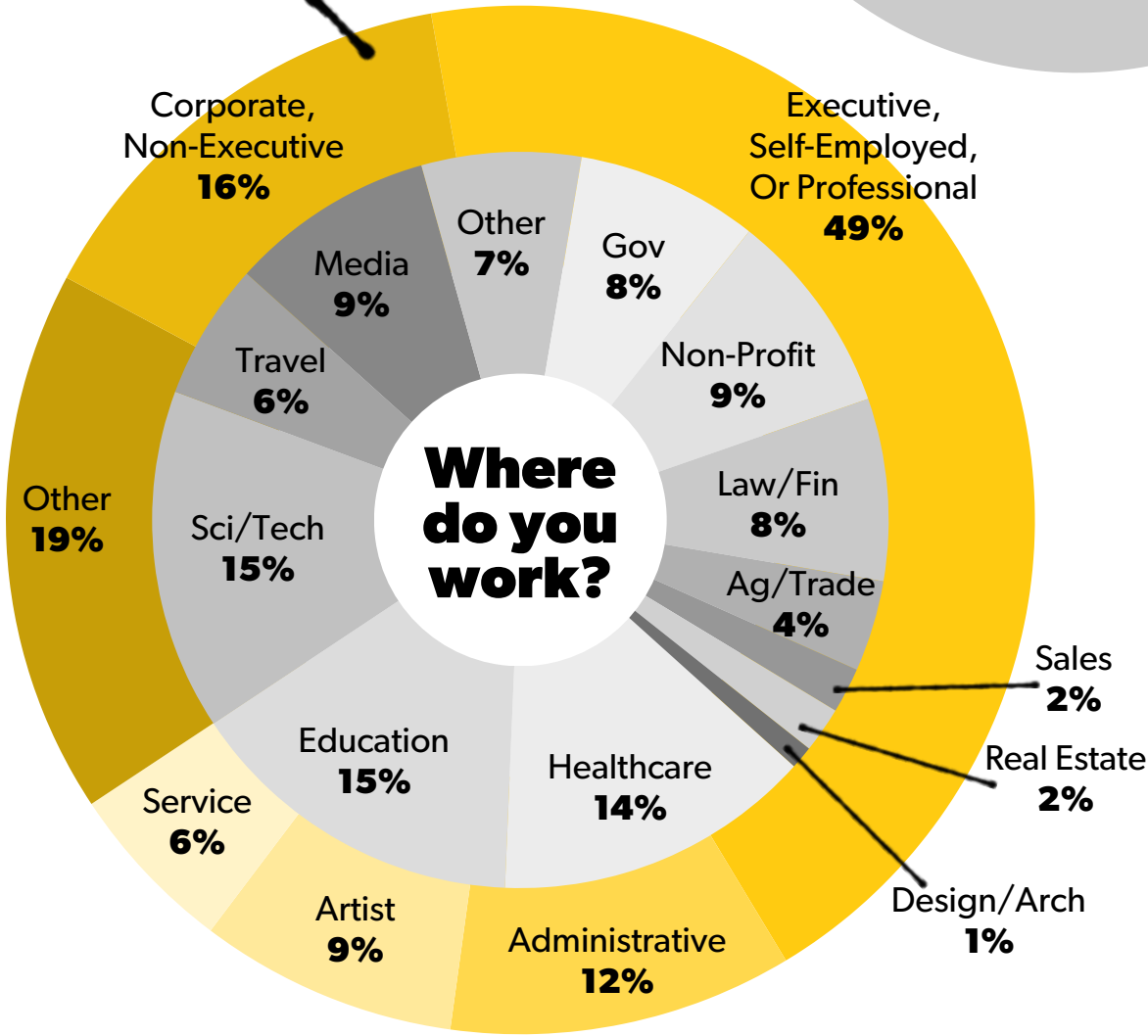


# Audience Demographics

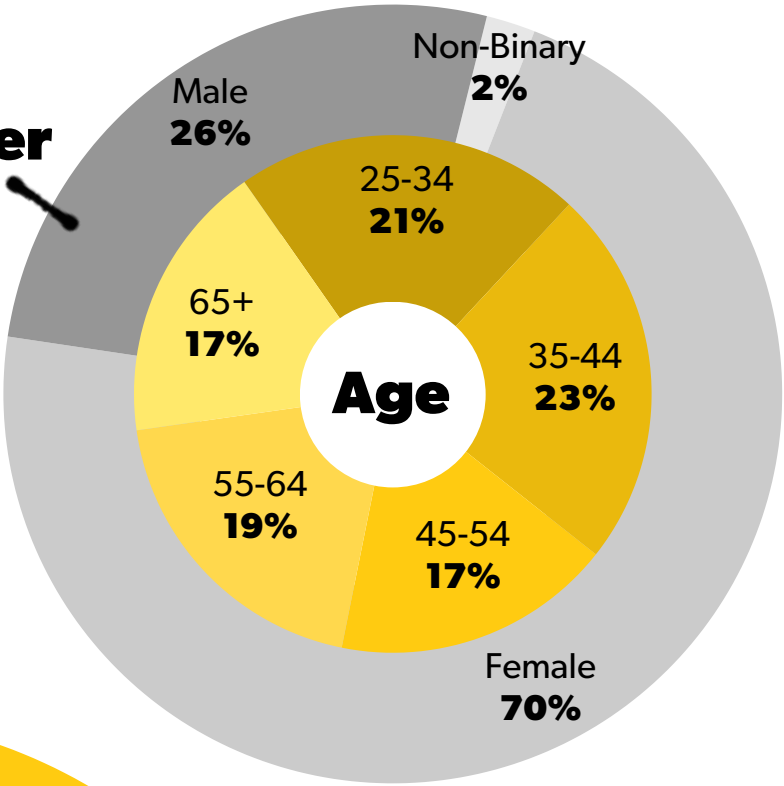


**Financial Portfolio**

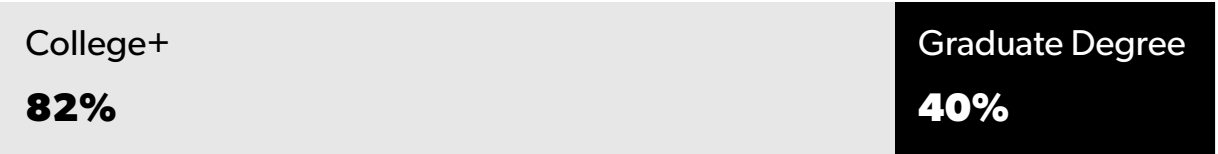
**Job Title**



**Gender**



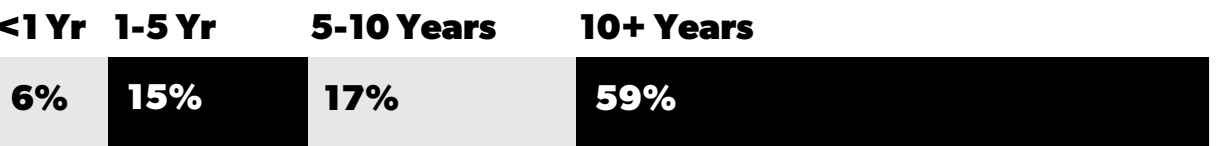
**Education**



**Housing**



**How long have you lived in your city?**



# Audience Behavior

## HAVE YOU EVER

Aa a result of listening to a podcast...



- Shared information from the show or newsletter \_\_\_\_\_88%
- Visited a company’s website \_\_\_\_\_76%
- Gathered more information \_\_\_\_\_76%
- Made a purchase based on a Host Recommendation \_72%
- Purchased a product or service \_\_\_\_\_54%
- Used a promo or discount code \_\_\_\_\_44%

## TRAVEL



- Local Travel  
3-6+ times in the next year \_\_\_\_\_62%
- Leisure Travel  
3-6+ times in the next year \_\_\_\_\_59%

## INTENT TO PURCHASE

In the next year...



- Vacation\_\_\_\_\_83%
- Concert tickets\_\_\_\_\_74%
- Theater tickets\_\_\_\_\_66%
- Furniture \_\_\_\_\_40%
- Auto insurance \_\_\_\_\_39%
- Home insurance \_\_\_\_\_30%
- Investments \_\_\_\_\_27%
- Wireless provider\_\_\_\_\_23%
- Higher education \_\_\_\_\_19%
- Luxury goods \_\_\_\_\_14%
- Legal services \_\_\_\_\_11%
- Car \_\_\_\_\_10%
- Home \_\_\_\_\_7%

## ACTIVITIES

Early adopter



- Local Food/Restaurants\_65%
- Local Cultural Events\_\_\_\_58%
- Local Shopping \_\_\_\_\_31%
- New TV shows \_\_\_\_\_30%
- Tech & Gadgets \_\_\_\_\_23%
- Health & Wellness\_\_\_\_18%
- Beauty & Fashion\_\_\_\_\_15%
- New Alcohol Brands\_\_\_\_11%
- Automobiles\_\_\_\_\_4%

## HOBBIES

How do you spend your time?



- Dining out \_\_\_\_\_69%
- Traveling \_\_\_\_\_64%
- Reading \_\_\_\_\_62%
- Concerts/shows\_\_\_\_\_61%
- Museums/art \_\_\_\_\_58%
- Outdoors \_\_\_\_\_55%
- Wine/Beer/Spirits\_\_\_\_37%
- Volunteering \_\_\_\_\_36%
- Sporting events\_\_\_\_\_28%

How often do you participate in community, LOCAL events & gatherings?

Once a Month	49%	Weekly	23%
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# ADVERTISING OPPORTUNITIES



## Host-read podcast ads

Pre-roll: up to 30 seconds

Mid-roll: up to 60 seconds

### What It Is:

- A host-read message at the very start of the episode or mid-podcast.

### Good For:

- Building brand or event awareness
- Borrowing host trust to boost credibility
- Delivering quick, story-driven messages

## 5-Minute City Cast Interview With You

### What It Is:

- 5-minute, host-led interview about your company, running inside a City Cast episode.
- Airs twice on agreed dates. You own the audio for your channels.
- **BONUS:** Up to 60s videogram included—tell us the clip; we'll produce a captioned social cut.

### Good For:

- Establishing thought leadership
- Promoting timely launches or events
- Spotlighting one key message with a clear CTA

## 20 Minute Sponsored Interview (Full Episode)

### What It Is:

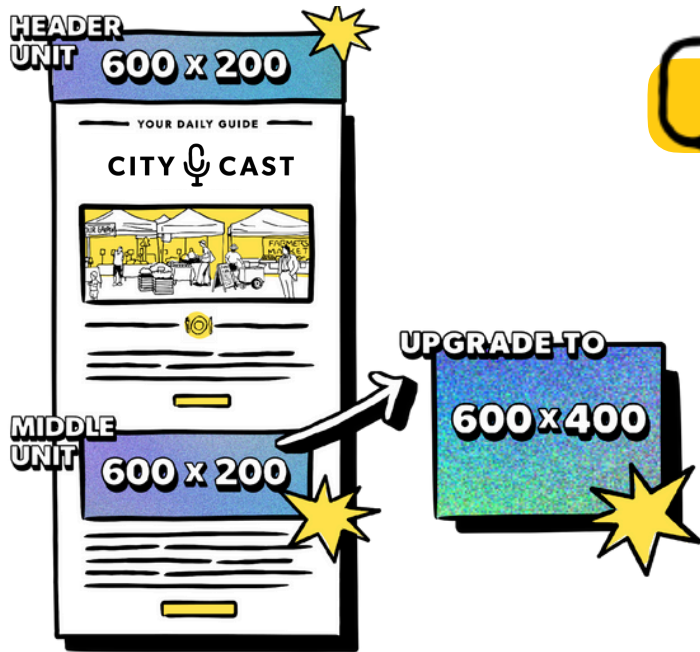
- A dedicated City Cast episode (up to 20 minutes) about your company, product, or organization—produced and hosted in our signature style.
- Distributed to our full podcast audience on a mutually agreed date and clearly labeled as a Sponsored Episode while it's live.
- You own the master audio to repurpose across your site, socials, email, and sales.
- **BONUS:** Includes up to a 60s videogram—you pick the moment, we produce a captioned social cut for your channels and share it to our Stories on the day of your interview.

### Good For:

- Deep storytelling and credibility-building
- Founder or expert interviews
- Evergreen "hero" content for PR, sales, and paid campaigns

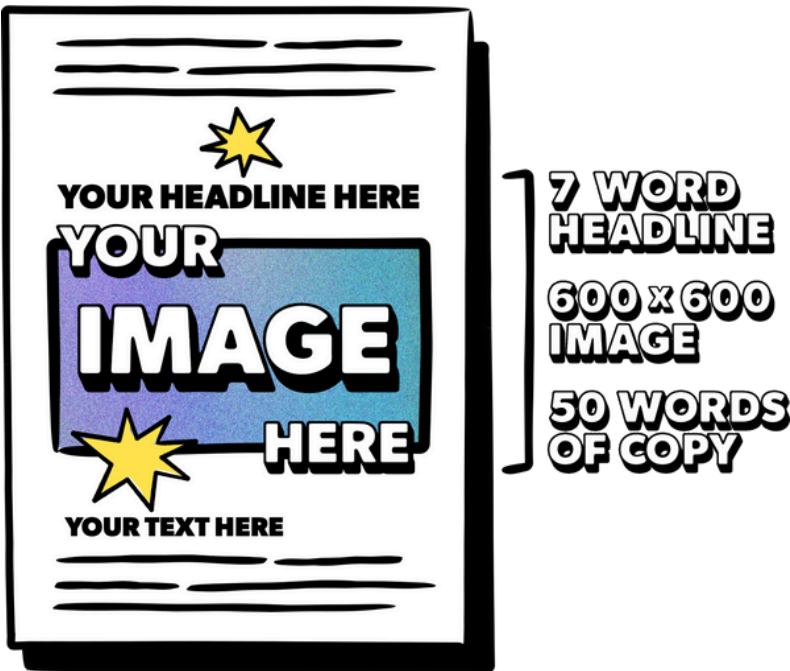
# Daily. Local. Can't-miss.

With **407,165 subscribers** and engagement to match with a **50% open rate**, City Cast is where your brand meets the moment. A weeklong ad flight serving **116k impressions** keeps your brand in front of the audience long enough to build recall and drive action, providing high ROI.



## Newsletter Banner Ads

Own a section of our newsletter with a banner ad. Promote your brand, seamlessly integrated with the news, local events, and info City Casters love.



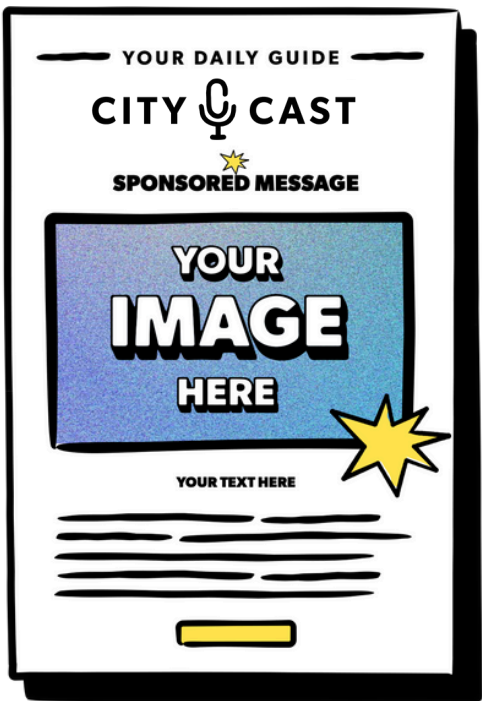
## Newsletter Sponsored Content Ad

Promote your brand with a custom sponsored article. Your brand owns this space with a headline, image and 50 words of linkable text.



## City Cast [City], Brought to You By

"Brought to You By" placement under the City Cast [City] newsletter header, featuring your brand name and logo in a dedicated sponsorship section, accompanied by a prominent banner ad for maximum visibility.



## Dedicated E-Blast

Your brand owns the inbox with a standalone email sent to the full City Cast [City] subscriber list. No competing advertisers, just your story, product, or offer front and center.



# EDITORIAL SPONSORSHIPS

Align your brand with the trusted voice and storytelling our audience already engages with. Your message is seamlessly integrated into relevant topics, offering authentic exposure that feels natural, not promotional.

## City Cast [City] Section Sponsorship

Own the conversation, sponsor “What [City] Is Talking About” or “What To Do” sections and put your brand beside the city’s top story—every morning.

## “Your Guide to [MONTH] in [City]”

Own the Month: Put your brand on the city’s go-to planner—one dedicated podcast episode + synchronized newsletter features—capturing high-intent attention when plans are made.

# CUSTOM CONTENT

Bespoke brand programs, built to break through. Strategy by us, swagger by you, together we make marketing that high-fives your audience with curated campaigns like Spy Week, Western Week and Insert Your Week Here!

## Seasonal Guides

Align with trusted, timely recommendations that drive real-world action.

## Sponsored Weeks

Own a themed week and position your brand at the center of the conversation as locals discover more about their city.

[CLICK FOR SAMPLE](#)



INTRODUCING



# CITY CAST STUDIOS

## Elevate your local business with custom podcasts

City Cast Studios helps local businesses connect with their communities through custom podcast production. Our expertise in storytelling and local content allows us to craft compelling audio experiences that will resonate with your target audience and amplify your brand.



### COMPREHENSIVE PRODUCTION FROM START TO FINISH

- Concept development
- Scriptwriting & editing
- Recording & production
- Post-production



### BENEFITS FOR YOUR BUSINESS

- Enhance Brand Awareness
- Deepen Customer Engagement
- Drive Sales and Loyalty
- Expand Your Reach



# Why choose City Cast Studios?

Elevate your local business



## Comprehensive production from start to finish

### CONCEPT DEVELOPMENT

We work closely with you to develop a unique podcast concept that aligns with your business goals and appeals to your audience.

### SCRIPTWRITING & EDITING

Our team of professional writers and editors ensures your message is clear, engaging, and impactful.

### RECORDING & PRODUCTION

With our state-of-the-art recording equipment and experienced producers, we handle all technical aspects to deliver high-quality audio.

### POST-PRODUCTION

From editing to sound design and mixing, we polish each episode to perfection.

## Built-In Audience Boost

### CITY CAST NETWORK INTEGRATION

To kickstart your podcast's success, the first episode will be featured in our City Cast [City] feed. This integration introduces your podcast to our established and engaged listener base, providing an instant audience boost.

## Benefits for your business

### ENHANCE BRAND AWARENESS

Establish your business as a thought leader and expert in your industry and your city.

### DEEPEN CUSTOMER ENGAGEMENT

Foster a stronger connection with your local community and customers by delivering content that is informative, entertaining, and relatable.

### DRIVE SALES AND LOYALTY

Use your podcast to highlight new products, services, promotions, and events, driving customer loyalty and increasing sales.



### EXPAND YOUR REACH

Leverage the power of podcasting to reach new audiences, including potential customers who are already tuning in to City Cast for their local news and stories.

### READY TO START YOUR PODCAST JOURNEY?

With City Cast Studios, creating a podcast for your business has never been easier. We handle all the complexities of production, allowing you to focus on what you do best—running your business. Let's bring your story to life and make a lasting impact on your community.



	<div>CITY CAST</div> <div>Denver</div> 	<div>CITY CAST</div> <div>Chicago</div> 	<div>CITY CAST</div> <div>Salt Lake</div> 	<div>CITY CAST</div> <div>Las Vegas</div> 	<div>CITY CAST</div> <div>Pittsburgh</div> 	<div>CITY CAST</div> <div>DC</div> 	<div>CITY CAST</div> <div>Portland</div> 	<div>CITY CAST</div> <div>Madison</div> 	<div>CITY CAST</div> <div>Philly</div> 	<div>CITY CAST</div> <div>Nashville</div> 	<div>CITY CAST</div> <div>Austin</div> 	<div>CITY CAST</div> <div>Seattle</div> 	<div>CITY CAST</div> <div>Twin Cities</div> 	<div>CITY CAST</div> <div>CITY CAST</div>
Host Read Ads :30 Pre or :60 Mid-Roll (5x p/week)	\$1,250	\$800	\$700	\$500	\$500	\$700	\$800	\$500	\$500	\$500	\$500	\$500	\$500	\$8,250
5 Minute Interview (2x airings)	\$3,750	\$3,250	\$2,250	\$1,500	\$1,500	\$2,995	\$3,500	\$1,995	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$28,240
20 Minute Sponsored Full Episode (1x)	\$8,500	\$7,500	\$6,000	\$4,500	\$4,500	\$6,995	\$7,500	\$5,500	\$4,500	\$4,500	\$4,500	\$4,500	\$4,500	\$73,495
Newsletter Display Ad (5x p/week)	\$1,450	\$1,950	\$1,150	\$1,900	\$1,250	\$2,500	\$1,750	\$1,300	\$1,750	\$1,150	\$1,150	\$1,150	\$1,150	\$19,600
Hey City, Brought to You By (5x p/week)	\$1,950	\$2,450	\$1,650	\$2,400	\$1,750	\$3,000	\$2,250	\$1,800	\$2,250	\$1,650	\$1,650	\$1,650	\$1,650	\$26,100
Newsletter Sponsored Content Ad (5x p/week)	\$1,750	\$2,250	\$1,600	\$2,200	\$1,400	\$2,800	\$2,100	\$1,600	\$2,050	\$1,450	\$1,450	\$1,450	\$1,450	\$23,550
Dedicated eBlast (1x)	\$1,750	\$2,950	\$1,500	\$2,250	\$1,750	\$3,250	\$2,100	\$1,500	\$2,300	\$1,450	\$1,450	\$1,450	\$1,450	\$25,150
Newsletter Section Sponsorship (5x p/week)	\$300	\$500	\$250	\$500	\$300	\$500	\$300	\$500	\$500	\$250	\$250	\$250	\$250	\$4,650
You Guide to (Month) in (City) (1x)	\$2,500	\$2,500	\$700	\$1,000	\$1,000	\$2,000	\$1,000	\$1,250	\$1,000	\$400	\$400	\$400	\$400	\$14,550



Advertising Specifications						
Category	Offering	Placement/Format	Length	Flight	Inclusions / Specs	Creative Deadline
Podcast	Host-Read Pre-Roll	Top of show	Up to 30s	1 week	Sponsor message read by host	2 Weeks
Podcast	Host-Read Mid-Roll	Mid-show	Up to 60s	1 week	Sponsor message read by host	2 Weeks
Podcast	5-Minute Interview	Segment within episode	~5 min	N/A (airs in 2 eps)	Airs in 2 episodes on agreed dates; audiogram included; sponsor can reuse	1 Month
Podcast	Full Episode Sponsorship	Sponsored episode	Up to 20 min	N/A (one episode)	Distributed on agreed date; audiogram included; sponsor can reuse	1 Month
Newsletter	Banner Ads Weeklong	600×200 header/middle or 600×400 (upgrade middle)	N/A	1 week	Static JPEG/PNG/GIF or animated GIF (≤3 frames), max 200KB, RGB, 72 ppi; 1 click-through URL/unit; City Cast may refuse creative	1 Week
Newsletter	“Brought To You By”	Top-of-newsletter credit + 1 middle banner	Logo, 600 x 400 image, link	1 week	Recognition line + standard middle banner	1 Week
Newsletter	Sponsored Content Ad	Native unit	Headline up to 7 words, copy up to 50 words + image, links, text	1 week	Bold headline, image, hyperlinks	1 Week
Newsletter	Dedicated eBlast	Standalone email to City Cast [City] list	Up to 500 words submit Word/G-Doc	One send	Images/logo, trackable links; Subject ≤40 chars; Top image max 600×500; optional secondary image/logo 600×500	10 business days before send
Newsletter	Section Sponsorship (can also be a custom section)	“What [City] Is Talking About” or “What To Do”	Logo 300x60, link, + up to 30 words above logo	Mon–Fri (weeklong)	Clickable logo + 30 words above logo	1 Week
Guides & Sponsored Weeks	Your Guide to [Month] in [City]	Multi-channel	N/A	Monthly	Podcast open mention (1); sponsor pick/hack (1); same-day newsletter sponsorship (header banner, top logo+copy, middle banner)	Varies by city
Guides & Sponsored Weeks	Seasonal Guides	Multi-channel	N/A	Campaign	Image + 50 words; dedicated Guide blast; Guide landing page; cross-platform promo	Varies by city
Guides & Sponsored Weeks	Sponsored Week	Themed week across channels	N/A	1 themed week	1-day City Cast [City] sponsorship (banners + “brought to you by” + 30 words + links); podcast sponsor mention + 60s host-read mid-roll; 2026 examples: Rodeo, Western, Holiday Gift Guide, City Cast Gives, Getaway, Private School, Summer Camp	Varies by city



**Thank you!**